

Day	Date	Program	Priority	Time Period	Length	Rate	Headline #	Order #	End Date
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American Crossroads

Spot Missed

Sunday	11/04/12	Regular Sea	P-3	00 PM-4:00:00	:30	\$7,500.00	09776180	45327	11/05/12
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Offer

1X Sat 8-11P Alabama vs. LSU on 11/3 @ \$5000 (P3) 1X Sat 12-3:30P Univ. of Cincinnati vs. Syracuse on 11/2 @ \$2500 (P3)
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## Williams, Lynda

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**From:** Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]  
**Sent:** Thursday, November 01, 2012 2:15 PM  
**To:** Connell II, Jim  
**Cc:** Williams, Lynda  
**Subject:** RE: American Crossroads MG offer 45327

Approved

*Alexandra Keller*  
Senior Account Executive  
Millennium Sales-DC  
p. (202) 955-5342  
f. (202) 955-5348  
[alexandra.bradley@msmtvsales.com](mailto:alexandra.bradley@msmtvsales.com)

---

**From:** Connell II, Jim [mailto:jconnell@local12.com]  
**Sent:** Thursday, November 01, 2012 1:55 PM  
**To:** Bradley, Alexandra  
**Cc:** Williams, Lynda  
**Subject:** American Crossroads MG offer

Hi,

See attached MG offer for American Crossroads.

Thanks!

Jim

11/1/2012

Line #	Spot #
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64	1

Rep Order# 9776180 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 45327

Printed: 10/29/2012 2:56 PM  
Last Received: 07/26/2012 8:37 AM  
Showing Buylines: All Lines

1 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 694  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/694  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 64  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	10/30-10/30	1	1	1	\$425.00	
	2	W	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	10/31-10/31	1	1	1	\$425.00	
	3	TH	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	11/01-11/01	1	1	1	\$425.00	
	4	F	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	11/02-11/02	1	1	1	\$425.00	
	5	M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	11/05-11/05	1	1	1	\$425.00	
	6	TU	6A-630A	GOOD MORNING CINCY	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	7	W	6A-630A	GOOD MORNING CINCY	:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
	8	TH	6A-630A	GOOD MORNING CINCY	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
	9	F	6A-630A	GOOD MORNING CINCY	:30	\$650.00	11/02-11/02	1	1	1	\$650.00	
	10	M	6A-630A	GOOD MORNING CINCY	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	

Rep Order# 9776180 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 45327

Printed: 10/29/2012 2:56 PM  
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Showing Buylines: All Lines

2 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 694  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/694  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	11	TU	7A-730A	THE EARLY SHOW	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	
	12	W	7A-730A	THE EARLY SHOW	:30	\$450.00	10/31-10/31	1	1	1	\$450.00	
	13	TH	7A-730A	THE EARLY SHOW	:30	\$450.00	11/01-11/01	1	1	1	\$450.00	
	14	F	7A-730A	THE EARLY SHOW	:30	\$450.00	11/02-11/02	1	1	1	\$450.00	
	15	M	7A-730A	THE EARLY SHOW	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	16	SU	9A-930A	CBS SUNDAY MORNING	:30	\$2,500.00	11/04-11/04	1	1	1	\$2,500.00	
	17	TU	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
	18	W	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	19	TH	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
	20	F	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
	21	M	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
	22	TU	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	10/30-10/30	1	1	1	\$550.00	
	23	W	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	10/31-10/31	1	1	1	\$550.00	
	24	TH	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	11/01-11/01	1	1	1	\$550.00	
	25	F	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	11/02-11/02	1	1	1	\$550.00	

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Traffic Order# 45327

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Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 694  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/694  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	26	M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	11/05-11/05	1	1	1	\$550.00	
	27	TU	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	28	W	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	10/31-10/31	1	1	1	\$500.00	
	29	TH	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
	30	F	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	
	31	M	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	32	TU	430P-5P	12 NEWS FIRST	:30	\$850.00	10/30-10/30	1	1	1	\$850.00	
	33	W	430P-5P	12 NEWS FIRST	:30	\$850.00	10/31-10/31	1	1	1	\$850.00	
	34	TH	430P-5P	12 NEWS FIRST	:30	\$850.00	11/01-11/01	1	1	1	\$850.00	
	35	F	430P-5P	12 NEWS FIRST	:30	\$850.00	11/02-11/02	1	1	1	\$850.00	
	36	M	430P-5P	12 NEWS FIRST	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	37	TU	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	10/30-10/30	1	1	1	\$1,200.00	
	38	W	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	10/31-10/31	1	1	1	\$1,200.00	
	39	TH	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	11/01-11/01	1	1	1	\$1,200.00	
	40	F	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
	41	M	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	

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4 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 694  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/694  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	42	TU	7P-730P	INSIDE EDITION	:30	\$900.00	10/30-10/30	1	1	1	\$900.00	
	43	W	7P-730P	INSIDE EDITION	:30	\$900.00	10/31-10/31	1	1	1	\$900.00	
	44	TH	7P-730P	INSIDE EDITION	:30	\$900.00	11/01-11/01	1	1	1	\$900.00	
	45	F	7P-730P	INSIDE EDITION	:30	\$900.00	11/02-11/02	1	1	1	\$900.00	
	46	M	7P-730P	INSIDE EDITION	:30	\$900.00	11/05-11/05	1	1	1	\$900.00	
	47	TU	727P-8P	ENT. TONITE	:30	\$1,100.00	10/30-10/30	1	1	1	\$1,100.00	
	48	W	727P-8P	ENT. TONITE	:30	\$1,100.00	10/31-10/31	1	1	1	\$1,100.00	
	49	TH	727P-8P	ENT. TONITE	:30	\$1,100.00	11/01-11/01	1	1	1	\$1,100.00	
	50	F	727P-8P	ENT. TONITE	:30	\$1,100.00	11/02-11/02	1	1	1	\$1,100.00	
	51	M	727P-8P	ENT. TONITE	:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
	52	TU	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	10/30-10/30	1	1	1	\$2,400.00	
	53	W	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	10/31-10/31	1	1	1	\$2,400.00	
	54	TH	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	11/01-11/01	1	1	1	\$2,400.00	
	55	F	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	11/02-11/02	1	1	1	\$2,400.00	
	56	M	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00	
	57	TU	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	

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EC'd Yes

Traffic Order# 45327

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5 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 694  
Buyer Stephanie Maroney  
Phone#  
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Agency C/P1/P2/E 11/27/694  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	58	W	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
	59	TH	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
	60	F	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	11/02-11/02	1	1	1	\$650.00	
	61	M	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	62	SU	7P-8P	60 MINUTES	:30	\$7,500.00	11/04-11/04	1	1	1	\$7,500.00	
	63	SA	12P-7P	COLLEGE FOOTBALL	:30	\$750.00	11/03-11/03	1	1	1	\$750.00	
	*64	SU	1P-4P	NFL NON-BENGALS 1P GAME	:30	\$7,500.00	11/04-11/04	1	1	1	\$7,500.00	
	Station Remark: V2 1x na 11/4 no time mg wed 8-9p 10/31 ncir survivor											

# ---REPORT TOTALS---

Report Totals: 64 / \$74,125.00

# ---SALES MONTHLY TOTALS---

Nov 12: 64 / \$74,125.00  
Sales Totals: 64 / \$74,125.00  
Station Totals: 64 / \$74,125.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

# ---COMPETITIVE---

Market Totals	\$274,537	CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPC	23%
		WKRC	27%	WLWT	28%	WSTR	1%	WXIX	19%		



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6 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 694  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/694  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books null  
Demos RA35+

## Connell II, Jim

---

**From:** jconnell@local12.com  
**Sent:** Friday, October 26, 2012 11:54 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: American Crossroads - 45327

Station: WKRC-TV

**Order Information:**

Order #: 45327  
Order Total: \$74,125.00  
Agency: Crossroads Media  
Advertiser: American Crossroads  
Product: American Crossroads  
Alternate Order #: 09776180  
Estimate #: 694  
Flight Dates: 10/30/12 - 11/05/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (45327-64-1):

Rate: \$7,500.00  
Air Date: Sun 11/04/12  
Eligible Days: -----Su  
Inventory Code: AFC Regular Season  
Inventory Description: AFC Regular Season  
Inventory Code Time: 1:00 PM-4:00 PM  
Spot Type: NM  
Restricted: Earliest start: 1:00:00 PM, Latest end: 4:00:00 PM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Preempted by NSM

1x Wed 8-9p  
on 10/31 Mire

# Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 1												
10/30/12	Tuesday	5:13:54 AM	:30	\$425.00	USPRTV	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	American Crossroads	694	P-3	1	MWASH
				\$425.00								1
Line: 2												
10/31/12	Wednesday	5:09:35 AM	:30	\$425.00	USPRTV	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	American Crossroads	694	P-3	1	MWASH
				\$425.00								1
Line: 3												
11/01/12	Thursday	5:12:59 AM	:30	\$425.00	USPRTV	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	American Crossroads	694	P-3	1	MWASH
				\$425.00								1
Line: 4												
11/02/12	Friday	5:13:29 AM	:30	\$425.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	American Crossroads	694	P-3	1	MWASH
				\$425.00								1
Line: 5												
11/05/12	Monday	5:05:42 AM	:30	\$425.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	American Crossroads	694	P-3	1	MWASH
				\$425.00								1
Line: 6												
10/30/12	Tuesday	6:27:20 AM	:30	\$650.00	USPRTV	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	American Crossroads	694	P-2	1	MWASH
				\$650.00								1
Line: 7												
10/31/12	Wednesday	6:09:52 AM	:30	\$650.00	USPRTV	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	American Crossroads	694	P-2	1	MWASH
				\$650.00								1
Line: 8												
11/01/12	Thursday	6:20:43 AM	:30	\$650.00	USPRTV	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	American Crossroads	694	P-2	1	MWASH
				\$650.00								1
Line: 9												
11/02/12	Friday	6:04:11 AM	:30	\$650.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	American Crossroads	694	P-2	1	MWASH
				\$650.00								1
Line: 10												
11/05/12	Monday	6:11:57 AM	:30	\$650.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	American Crossroads	694	P-2	1	MWASH
				\$650.00								1
Line: 11												
10/30/12	Tuesday	7:24:10 AM	:30	\$450.00	USPRTV	CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH
				\$450.00								1
Line: 12												
10/31/12	Wednesday	7:28:54 AM	:30	\$450.00	USPRTV	CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH
				\$450.00								1
Line: 13												
11/01/12	Thursday	7:28:56 AM	:30	\$450.00	USPRTV	CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 13												
				\$450.00							1	
Line: 14												
11/02/12	Friday		:30	\$450.00		CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH-
				\$450.00							1	
Line: 15												
11/05/12	Monday	5:59:25 AM	:30	\$450.00		CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH-
				\$450.00							1	
Line: 16												
11/04/12	Sunday	7:17:15 AM	:30	\$2,500.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	American Crossroads	694	P-1	1	MWASH-
				\$2,500.00							1	
Line: 17												
10/30/12	Tuesday	11:31:06 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 18												
10/31/12	Wednesday	11:29:51 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 19												
11/01/12	Thursday	11:58:26 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 20												
11/02/12	Friday	11:58:56 AM	:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 21												
11/05/12	Monday	11:28:41 AM	:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 22												
10/30/12	Tuesday	12:57:34 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	
Line: 23												
10/31/12	Wednesday	12:29:27 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	
Line: 24												
11/01/12	Thursday	12:28:41 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	
Line: 25												
11/02/12	Friday	12:28:41 PM	:30	\$550.00		Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE	
Advertiser: American Crossroads													
Agency: Crossroads Media													
Station: WKRC-TV													
Order: 45327													
Line: 26													
11/05/12	Monday	2:59:26 PM	:30	\$550.00		Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH	
											\$550.00	1	
Line: 27													
10/30/12	Tuesday	2:59:12 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH	
											\$500.00	1	
Line: 28													
10/31/12	Wednesday	3:58:35 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH	
											\$500.00	1	
Line: 29													
11/01/12	Thursday	3:58:32 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH	
											\$500.00	1	
Line: 30													
11/02/12	Friday	3:58:32 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH	
											\$500.00	1	
Line: 31													
11/05/12	Monday	2:59:21 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH	
											\$500.00	1	
Line: 32													
10/30/12	Tuesday	4:37:15 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH	
											\$850.00	1	
Line: 33													
10/31/12	Wednesday	4:37:03 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH	
											\$850.00	1	
Line: 34													
11/01/12	Thursday	4:50:21 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH	
											\$850.00	1	
Line: 35													
11/02/12	Friday	4:35:21 PM	:30	\$850.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH	
											\$850.00	1	
Line: 36													
11/05/12	Monday	4:51:06 PM	:30	\$850.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH	
											\$850.00	1	
Line: 37													
10/30/12	Tuesday	5:13:19 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH	
											\$1,200.00	1	
Line: 38													
10/31/12	Wednesday	5:12:49 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH	

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# Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 38												
				\$1,200.00							1	
Line: 39												
11/01/12	Thursday	11:38 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH-
				\$1,200.00							1	
Line: 40												
11/02/12	Friday	12:11 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH-
				\$1,200.00							1	
Line: 41												
11/05/12	Monday	10:49 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH-
				\$1,200.00							1	
Line: 42												
10/30/12	Tuesday	7:12:22 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$900.00							1	
Line: 43												
10/31/12	Wednesday	7:27:36 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$900.00							1	
Line: 44												
11/01/12	Thursday	7:10:12 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$900.00							1	
Line: 45												
11/02/12	Friday	7:10:27 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$900.00							1	
Line: 46												
11/05/12	Monday	7:28:04 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$900.00							1	
Line: 47												
10/30/12	Tuesday	7:44:52 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH-
				\$1,100.00							1	
Line: 48												
10/31/12	Wednesday	7:55:06 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH-
				\$1,100.00							1	
Line: 49												
11/01/12	Thursday	7:59:26 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH-
				\$1,100.00							1	
Line: 50												
11/02/12	Friday	7:34:45 PM	:30	\$1,100.00		M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH-
				\$1,100.00							1	

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# Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 51												
11/05/12	Monday	7:50:41 PM	:30	\$1,100.00		M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00							1	
Line: 52												
10/30/12	Tuesday	1:21:48 PM	:30	\$2,400.00	USPRTV	11p M-Su Local 12 New	11:00 PM-11:35 PM	American Crossroads	694	P-3	1	MWASH
				\$2,400.00							1	
Line: 53												
10/31/12	Wednesday	1:33:15 PM	:30	\$2,400.00	USPRTV	11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	694	P-3	1	MWASH
				\$2,400.00							1	
Line: 54												
11/01/12	Thursday	1:33:50 PM	:30	\$2,400.00	USPRTV	11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	694	P-3	1	MWASH
				\$2,400.00							1	
Line: 55												
11/02/12	Friday	1:06:29 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	694	P-3	1	MWASH
				\$2,400.00							1	
Line: 56												
11/05/12	Monday	1:26:37 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	American Crossroads	694	P-3	1	MWASH
				\$2,400.00							1	
Line: 57												
10/30/12	Tuesday	2:29:48 XM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
				\$650.00							1	
Line: 58												
10/31/12	Wednesday	2:14:52 XM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
				\$650.00							1	
Line: 59												
11/01/12	Thursday	1:58:30 PM	:30	\$650.00	USPRTV	Letterman	11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
				\$650.00							1	
Line: 60												
11/02/12	Friday	2:11:30 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
				\$650.00							1	
Line: 61												
11/05/12	Monday	2:25:00 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
				\$650.00							1	
Line: 62												
11/04/12	Sunday	7:19:07 PM	:30	\$7,500.00		Sun Reg 1	7:00 PM-8:00 PM	American Crossroads	694	P-2	1	MWASH
				\$7,500.00							1	
Line: 63												
11/03/12	Saturday	3:49:36 PM	:30	\$750.00		SEC Football	12:00 PM-7:00 PM	American Crossroads	694	P-3	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 63												
				\$750.00							1	
Line: 65												
11/03/12	Saturday		:30	\$5,000.00		Sat Spec	8p-11p	American Crossroads	694	P-3	1	MWASH
				\$5,000.00							1	
Line: 66												
11/03/12	Saturday		:30	\$2,500.00		Big East Football	12p-330p	American Crossroads	694	P-3	1	MWASH
				\$2,500.00							1	
				\$74,125.00							65	
				\$74,125.00							65	
				\$74,125.00							65	
				\$74,125.00							65	
				\$74,125.00							65	
				\$74,125.00							65	

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